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Publications

Canada. Travel Industry Branch
TIB information bulletin



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office la direction of générale tourism du tourisme

Travel Industry Branch La Direction de l'industrie touristique
Canadian Government Travel Bureau L'Office du tourisme du Gouvernement Canadien

Canada

TIB INFORMATION BULLETIN

Number 15

Ottawa, Canada

January 11, 1973.

THE INDUSTRIAL DEVELOPMENT BANK'S LENDING ACTIVITY

RELATIVE TO THE TRAVEL INDUSTRY - 1972

REVIEW OF 1972 *

1. IDB loans to the Travel Industry amounted to \$59.3 million during 1972.
2. This represents a 37% increase over the amount loaned during 1971 (\$43.5 million).
3. The IDB interest rate currently ranges from 9% to 10%.
4. The amount loaned was distributed in the following manner:
 - (a) Hotels, Motels and Other Lodging..... \$31.9 million
 - (b) Restaurants and Other Eating Places.... \$21.7 million
 - (c) Recreation Services \$ 5.7 million
5. The amount loaned to the Travel Industry represents 22.6% of the total amount loaned by the IDB.
6. The IDB now has 46 branches scattered across Canada; additional branches will be opened during 1973.

* Fiscal year ending September 30.

For several years, the Travel Industry Branch has been following with considerable interest the rapidly increasing involvement of the Industrial Development Bank (IDB) in the Travel Industry. Since 1966, the annual amount loaned to this industry has increased fivefold — from \$11.7 million in 1966 to \$59.3 million in 1972. Not only has the industry been receiving growing assistance in absolute terms during this 7-year period, but also in relative terms — its share of total IDB lending has increased from less than one-tenth to almost one-quarter in 1972.

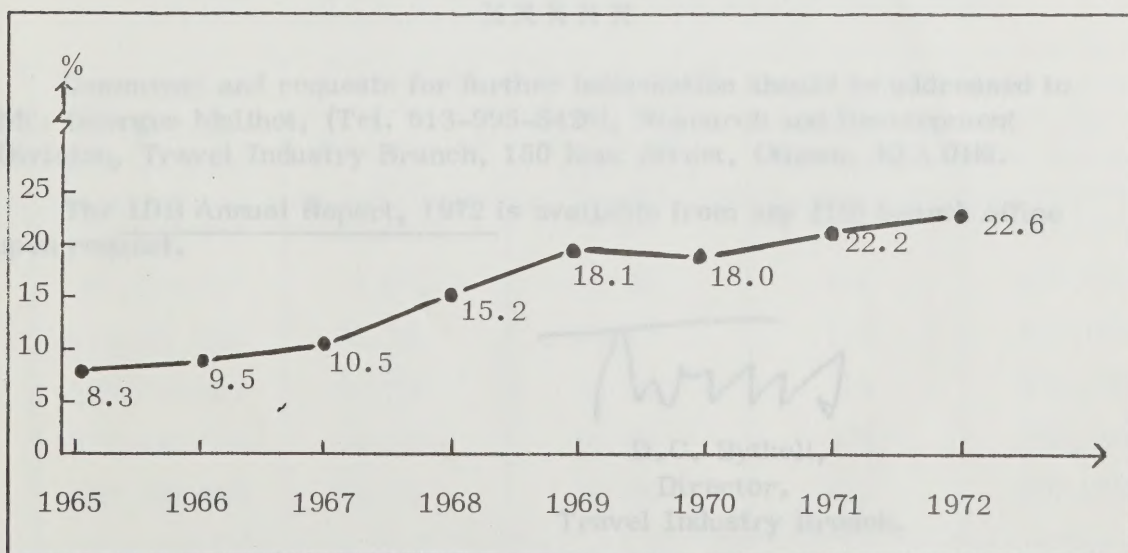
Despite this remarkable trend and despite information activities of IDB and this Branch, many Travel Industry operators who find difficulty in obtaining funds from conventional sources have remained unaware of the services open to them at the IDB. These services include: 46 branch offices across Canada, assistance in assessing projects for which funding is required, greatly increased speed in processing applications, and management upgrading assistance in the form of seminars and literature. This is in addition to a current lending rate of 9% to 10% and a repayment period tailored to the applicant's needs.

THE RISE OF TOURISM

The following graph and table 2 show the rise in the Travel Industry's share of total IDB loans.

GRAPH 1

THE AMOUNT LOANED TO THE TRAVEL INDUSTRY AS A PERCENTAGE OF TOTAL IDB LOANS



SOURCE: IDB Annual Report.

For several years, the Travel Industry Branch has been following with considerable interest the rapidly increasing involvement of the International Development Bank (IDB) in the Travel Industry. Since 1965, the amount invested in this industry has increased by more than \$11.7 million in 1965 to \$29.7 million in 1972. Not only has the industry been receiving growing assistance in special terms during this 7-year period, but also in regular terms — its share of total IDB lending has increased from less than one-tenth to almost one-quarter in 1972.

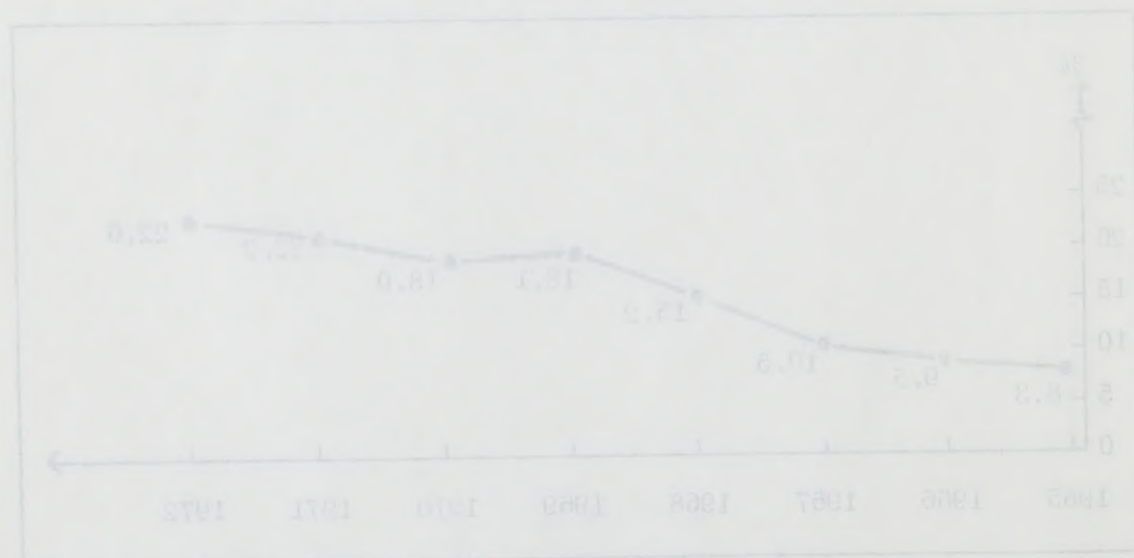
Despite this remarkable trend and despite information available to IDB and the Travel Industry Branch, the latter's efforts are still limited in operating funds from conventional sources have remained meagre of the services open to them at the IDB. These services include 45 branch offices across Canada, assistance in assessing projects for which funding is required, greatly increased speed in processing applications, and management upgrading assistance in the form of seminars and lectures. This is in addition to a current lending rate of 10% to 10.5 and a repayment period tailored to the applicant's needs.

THE BISE OF TRAVEL

The following graph and table 2 show the rise in the Travel Industry's share of total IDB loans.

GRAPH 1

THE AMOUNT LOANED TO THE TRAVEL INDUSTRY AS A PERCENTAGE OF TOTAL IDB LOANS



SOURCE: IDB Annual Report.

This rise in Travel's share relative to other industries has probably resulted from the growing importance of Tourism in the Canadian economy and from the growing awareness, on the part of Travel Industry operators, of the existence of the IDB.

HOTELS, MOTELS AND OTHER LODGINGS

This represents one of three IDB loan categories which comprise the Travel Industry. Table 3 documents the rise in lending to this sector, a rise which has averaged 32% per year since 1966. The increase to \$31,920,000 was 14.6% higher than the amount loaned in 1971. It should be noted that the average size of loan to this category is \$62,000.

RESTAURANTS AND OTHER EATING PLACES

This category represents a second major sector of the Travel Industry. Table 4 shows a rapid upward trend since 1966. The 1972 total of \$21,720,000 involved an increase of 89.3% over 1971. The average size of loan to this category is \$36,000.

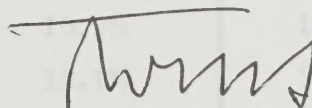
RECREATION SERVICES

This last category is a catch-all for Tourism-related services which are not included above. Table 5 shows that 99 loans were approved during 1972 for a total amount of \$5,699,000.

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Comments and requests for further information should be addressed to Mr. Georges Mailhot, (Tel. 613-995-8426), Research and Development Division, Travel Industry Branch, 150 Kent Street, Ottawa, K1A 0H6.

The IDB Annual Report, 1972 is available from any IDB branch office upon request.



D.C. Bythell,
Director,
Travel Industry Branch.

This rise in Travel's share relative to other industries has probably resulted from the growing importance of Travel in the Canadian economy and from the growing awareness, on the part of Travel Industry executives, of the existence of the IIB.

HOTELS, MOTELS AND OTHER LODGING

This represents one of three IIB item categories which comprises the Travel Industry. Table 2 does not show the rate of change in this category, a rise which has averaged 2.4 per cent since 1960. The average rate of change was 14.6 per cent higher than the average for 1971. It should be noted that the average rate of change in this category is 20.2 per cent.

RESTAURANTS AND OTHER EATING PLACES

This category represents a second major sector of the Travel Industry. Table 2 shows a rapid upward trend since 1960. The 1971 total of \$21,729,000 involved an increase of 88.3 per cent since 1961. The average rate of change in this category is 25.0 per cent.

RECREATION SERVICES

This last category is a sub-category of the Tourism-related services which are not included above. Table 2 shows that 50 items were approved during 1971 for a total amount of \$2,695,000.

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Comments and requests for further information should be addressed to Mr. George McIlroy, Travel, 611-620-8430, Research and Development Division, Travel Industry Board, 120 West Street, Toronto, M5A 1A6.

The IIB Annual Report, 1972 is available from any IIB branch office upon request.

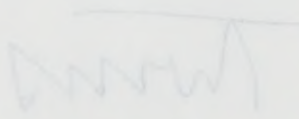

D.C. Byrne,
Director,
Travel Industry Board.

TABLE 2

THE INDUSTRIAL DEVELOPMENT BANK'S PERFORMANCE VIS-À-VIS
THE TRAVEL INDUSTRY *

YEAR**	Total amount of loans to this industry	Percentage increase over the previous year	This industry's proportion of total IDB loans	Total number of loans to this industry	Average size of loan to this industry
1966	\$11,698,000	47.2%	9.5%	258	\$45,000
1967	\$11,827,000	1.1%	10.5%	269	\$44,000
1968	\$18,263,000	54.4%	15.2%	336	\$54,000
1969	\$27,844,000	52.5%	18.1%	511	\$54,000
1970	\$29,688,000	6.6%	18.0%	685	\$43,000
1971	\$43,482,000	46.5%	22.2%	871	\$50,000
1972	\$59,339,000	36.5%	22.6%	1209	\$49,000

SOURCE: IDB Annual Report, 1972. Table prepared by TIB, December 1972.

* Comprising the three loan categories represented in Tables 3, 4 and 5.

** Ending September 30.

TABLE 3

THE INDUSTRIAL DEVELOPMENT BANK'S PERFORMANCE VIS-À-VIS
THE "HOTELS, MOTELS, AND OTHER LODGINGS" CATEGORY

YEAR**	Total amount of loans to this category	Percentage increase over the previous year	This category as a propor- tion of total IDB loans	Total number of loans to this category	Average size of loan to this category
1966	\$6,553,000	35.4%	5.4%	129	\$51,000
1967	\$7,019,000	7.1%	6.2%	147	\$48,000
1968	\$12,261,000	74.7%	10.2%	184	\$67,000
1969	\$18,594,000	51.7%	12.1%	299	\$62,000
1970	\$17,826,000	-4.1%	10.8%	374	\$48,000
1971	\$27,850,000	56.2%	14.2%	431	\$65,000
1972	\$31,920,000	14.6%	12.2%	511	\$62,000

SOURCE: IDB Annual Report, 1972. Table prepared by TIB, December 1972.

** Ending September 30.

TABLE 2

THE INDUSTRIAL DEVELOPMENT BANK'S PERFORMANCE VIS-À-VIS

THE TRAVEL INDUSTRY*

YEAR**	Total amount of loans to this industry	Percentage increase over the previous year	This industry's proportion of total loans	Total number of loans to this industry	Average size of loans to this industry
1977	\$21,011,000	48.3%	12.3%	871	\$24,000
1976	\$20,067,000	17.0%	19.1%	687	\$29,000
1975	\$27,841,000	22.9%	18.1%	711	\$24,000
1974	\$24,907,000	24.4%	19.2%	816	\$24,000
1973	\$17,827,000	1.1%	10.3%	339	\$24,000
1972	\$11,078,000	47.1%	9.3%	709	\$24,000

SOURCE: IIB Annual Report, 1977. Table prepared by IIB, December 1977.

* Comparison the three loan categories reported in Tables 2, 4 and 5.

** Ending September 30.

TABLE 3

THE INDUSTRIAL DEVELOPMENT BANK'S PERFORMANCE VIS-À-VIS

THE "HOTELS, AIRLINES, AND OTHER TOURISM" CATEGORY

YEAR**	Total amount of loans to this category	Percentage increase over the previous year	This category's proportion of total loans	Total number of loans to this category	Average size of loans to this category
1977	\$27,820,000	26.2%	14.2%	421	\$22,000
1976	\$27,220,000	4.1%	10.8%	274	\$28,000
1975	\$18,704,000	21.7%	12.1%	300	\$25,000
1974	\$23,207,000	24.7%	10.7%	181	\$24,000
1973	\$7,010,000	7.1%	0.3%	147	\$18,000
1972	\$4,227,000	37.4%	7.4%	129	\$21,000

SOURCE: IIB Annual Report, 1977. Table prepared by IIB, December 1977.

** Ending September 30.

TABLE 4

THE INDUSTRIAL DEVELOPMENT BANK'S PERFORMANCE VIS-À-VIS
THE "RESTAURANTS AND OTHER EATING PLACES" CATEGORY

YEAR**	Total amount of loans to this category	Percentage increase over the previous year	This category as a proportion of total IDB loans	Total number of loans to this category	Average size of loan to this category
1966	\$3,506,000	68.8%	2.9%	95	\$37,000
1967	\$3,304,000	-5.8%	2.9%	91	\$36,000
1968	\$4,126,000	24.9%	3.4%	110	\$38,000
1969	\$7,135,000	72.9%	4.7%	173	\$41,000
1970	\$9,242,000	29.5%	5.6%	254	\$36,000
1971	\$11,475,000	24.2%	5.9%	356	\$32,000
1972	\$21,720,000	89.3%	8.3%	599	\$36,000

SOURCE: IDB Annual Report, 1972. Table prepared by TIB, December 1972.

** Ending September 30.

TABLE 5

THE INDUSTRIAL DEVELOPMENT BANK'S PERFORMANCE VIS-À-VIS
THE "RECREATION SERVICES" CATEGORY

YEAR**	Total amount of loans to this category	Percentage increase over the previous year	This category as a proportion of total IDB loans	Total number of loans to this category	Average size of loan to this category
1966	\$1,639,000	59.0%	1.3%	34	\$48,000
1967	\$1,504,000	-8.2%	1.3%	31	\$49,000
1968	\$1,876,000	24.7%	1.6%	42	\$45,000
1969	\$2,115,000	12.7%	1.4%	39	\$54,000
1970	\$2,620,000	23.9%	1.6%	57	\$46,000
1971	\$4,157,000	58.7%	2.1%	84	\$49,000
1972	\$5,699,000	37.1%	2.2%	99	\$58,000

SOURCE: IDB Annual Report, 1972. Table prepared by TIB, December 1972.

** Ending September 30.

TABLE 6

DISTRIBUTION OF IDB BRANCH OFFICES

BY PROVINCE

Newfoundland	1
Prince Edward Island	1
Nova Scotia	2
New Brunswick	2
Quebec	9
Ontario	14
Manitoba	2
Saskatchewan	2
Alberta	4
British Columbia	9
CANADA	46

Table 1: Summary of Data	
Category	Value
Item 1	100
Item 2	200
Item 3	300
Item 4	400
Item 5	500
Item 6	600
Item 7	700
Item 8	800
Item 9	900
Item 10	1000
Item 11	1100
Item 12	1200
Item 13	1300
Item 14	1400
Item 15	1500
Item 16	1600
Item 17	1700
Item 18	1800
Item 19	1900
Item 20	2000
Item 21	2100
Item 22	2200
Item 23	2300
Item 24	2400
Item 25	2500
Item 26	2600
Item 27	2700
Item 28	2800
Item 29	2900
Item 30	3000
Item 31	3100
Item 32	3200
Item 33	3300
Item 34	3400
Item 35	3500
Item 36	3600
Item 37	3700
Item 38	3800
Item 39	3900
Item 40	4000
Item 41	4100
Item 42	4200
Item 43	4300
Item 44	4400
Item 45	4500
Item 46	4600
Item 47	4700
Item 48	4800
Item 49	4900
Item 50	5000
Item 51	5100
Item 52	5200
Item 53	5300
Item 54	5400
Item 55	5500
Item 56	5600
Item 57	5700
Item 58	5800
Item 59	5900
Item 60	6000
Item 61	6100
Item 62	6200
Item 63	6300
Item 64	6400
Item 65	6500
Item 66	6600
Item 67	6700
Item 68	6800
Item 69	6900
Item 70	7000
Item 71	7100
Item 72	7200
Item 73	7300
Item 74	7400
Item 75	7500
Item 76	7600
Item 77	7700
Item 78	7800
Item 79	7900
Item 80	8000
Item 81	8100
Item 82	8200
Item 83	8300
Item 84	8400
Item 85	8500
Item 86	8600
Item 87	8700
Item 88	8800
Item 89	8900
Item 90	9000
Item 91	9100
Item 92	9200
Item 93	9300
Item 94	9400
Item 95	9500
Item 96	9600
Item 97	9700
Item 98	9800
Item 99	9900
Item 100	10000



office la direction of générale tourism du tourisme

Travel Industry Branch **La Direction de l'industrie touristique**
Canadian Government Travel Bureau **L'Office du tourisme du Gouvernement Canadien**

T.I.B. INFORMATION BULLETIN

Number 39 (ID Branch)

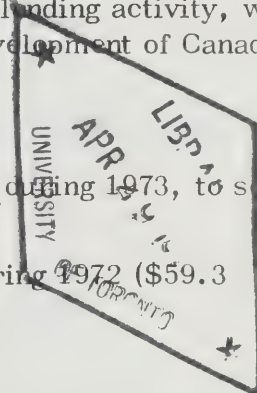
Ottawa, Canada
January 21, 1974.

THE INDUSTRIAL DEVELOPMENT BANK'S LENDING ACTIVITY RELATIVE TO THE TRAVEL INDUSTRY - 1973

FOR YOUR INFORMATION, following is a summary of IDB lending activity, which again shows sharply increased assistance to the operations and development of Canadian tourism-related enterprises coast to coast.

HIGHLIGHTS OF 1973*

1. IDB loans to the Travel Industry amounted to \$83.2 million during 1973, to some 1627 establishments.
2. This represents a 40.3% increase over the amount loaned during 1972 (\$59.3 million - to 1209 establishments).
3. The IDB interest rate currently ranges from 10% to 11%.
4. The amount loaned was distributed in the following manner:
 - (a) Hotels, Motels and Other Lodgings \$44.9 million (+40.8% over 1972)
 - (b) Restaurants and Other Eating Places ... \$33.1 million (+52.3% over 1972)
 - (c) Recreation Services \$ 5.2 million (-8.6% over 1972)
5. The amount loaned to the Travel Industry represents 24.1% of the total amount loaned by the IDB.
6. The IDB now has 60 branches and sub-branches scattered across Canada; additional branches will be opened during 1974.



* For the fiscal year ending September 30, 1973; as excerpted from the Annual Report 1973, Industrial Development Bank.

For several years, the Canadian Government Office of Tourism has followed with high interest and satisfaction the rapidly increasing involvement of the Industrial Bank (IDB) in the travel industry. Since 1966, the annual amount loaned to this industry has increased sevenfold — from \$11.7 million in 1966 to \$83.2 million in 1973. Not only has the industry been receiving growing assistance in absolute terms during this 8-year period, but also in relative terms — its share of total IDB lending has increased from less than one-tenth in 1966 to almost one-quarter in 1973.

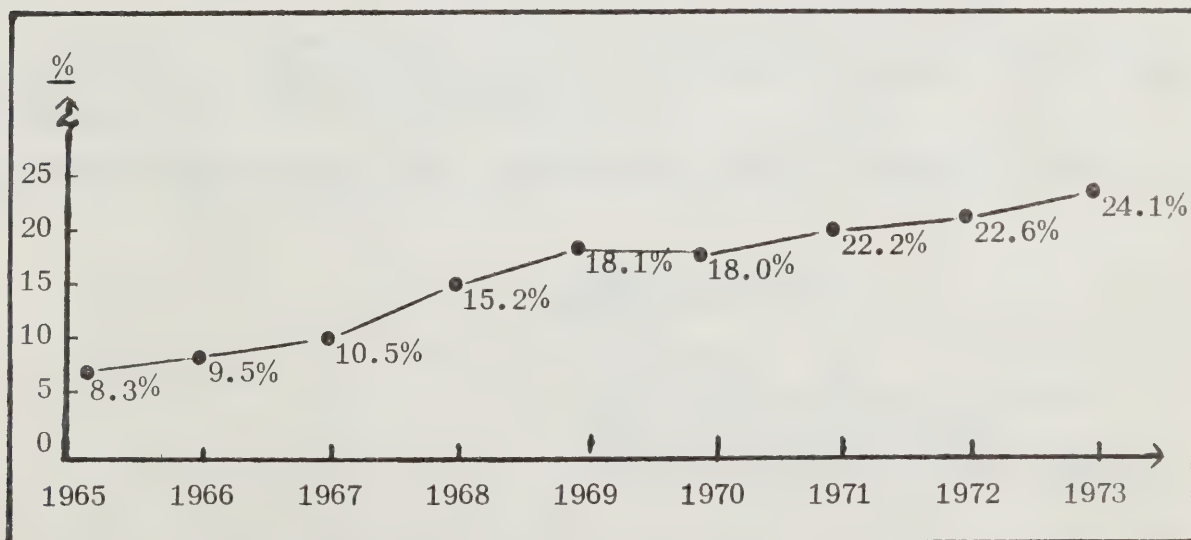
Despite this remarkable trend and despite the information activities of IDB and this Branch, many travel industry operators who find difficulty in obtaining funds from conventional sources have remained unaware of the services open to them at the IDB. These services, which have been expanding rapidly, include: 60 branch and sub-branch offices across Canada, assistance in assessing projects for which funding is required, greatly increased speed in processing applications, and management upgrading assistance in the form of seminars and literature. This is in addition to a current lending rate of 10% to 11% and a repayment period tailored to the applicant's needs.

THE RISE OF TOURISM (IN IDB LENDING)

The following graph and table 2 show the rise in the Travel Industry's share of total IDB loans.

GRAPH 1

THE AMOUNT LOANED TO THE TRAVEL INDUSTRY AS A PERCENTAGE OF TOTAL IDB LOANS



SOURCE: IDB Annual Reports.

This rise in tourism's share relative to other industries has probably resulted from the growing importance of tourism in the Canadian economy and from the growing awareness, on the part of travel industry operators, of the existence of the IDB.

HOTELS, MOTELS AND OTHER LODGINGS

This represents one of three IDB loan categories which comprise the Travel Industry. Table 3 documents the rise in lending to this sector, a rise which has averaged 35% per year since 1966. The increase to \$44,949,000 was 40.8% higher than the amount loaned in 1972. It should be noted that the average size of loan to this category is \$66,000.

RESTAURANTS AND OTHER EATING PLACES

This category represents a second major sector of the Travel Industry. Table 4 shows a rapid upward trend since 1966. The 1973 total of \$33,070,000 involved an increase of 52.3% over 1972. The average size of loan to this category is \$40,000.

RECREATION SERVICES

This last category is a catch-all for Tourism-related services which are not included above. Table 5 shows that 113 loans were approved during 1973 for a total amount of \$5,207,000.

NOTE: In the course of preparation of this Bulletin, it is interesting to note recent announcements by the Honourable Alastair Gillespie, Minister of Industry, Trade and Commerce, that the government is currently planning legislation which will considerably "transform" the IDB — even to giving it a new name, the Federal Business Development Bank. A further expansion of development assistance is envisaged including increased amounts for equity financing.

The Industry Development Branch is in closest consultation with IDB on these changes and will advise further as and when changes are known as they may assist in the financing of tourism operations.

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Comments and requests should be directed to me at this office: CGOT, Industry Development Branch, 150 Kent Street, Ottawa, K1A 0H6; or Financing Advisor, David Clendenning, same address (613/995-0001).

The IDB Annual Report, 1973 is available from any IDB Branch Office upon request.



G.W. Bethell
Chief Operations/Programs Division
Industry Development Branch
Canadian Government Office of Tourism.

TABLE 2

THE INDUSTRIAL DEVELOPMENT BANK'S PERFORMANCE VIS-À-VIS
THE TRAVEL INDUSTRY*

YEAR**	Total amount of loans to this industry	Percentage increase over the previous year	This industry's proportion of total IDB loans	Total number of loans to this industry	Average size of loans to this industry
1966	\$11,698,000	47.2%	9.5%	258	\$45,000
1967	\$11,827,000	1.1%	10.5%	269	\$44,000
1968	\$18,263,000	54.4%	15.2%	336	\$54,000
1969	\$27,844,000	52.5%	18.1%	511	\$54,000
1970	\$29,688,000	6.6%	18.0%	685	\$43,000
1971	\$43,482,000	46.5%	22.2%	871	\$50,000
1972	\$59,339,000	36.5%	22.6%	1209	\$49,000
1973	\$83,226,000	40.3%	24.1%	1627	\$51,000

SOURCE: IDB Annual Report, 1973. Table prepared by Industry Development Branch, December 1973.

* Comprising the three loan categories represented in Tables 3, 4 and 5.

** Ending September 30.

TABLE 3

THE INDUSTRIAL DEVELOPMENT BANK'S PERFORMANCE VIS-À-VIS
THE "HOTELS, MOTELS, AND OTHER LODGINGS" CATEGORY

YEAR**	Total amount of loans to this category	Percentage increase over the previous year	This category as a proportion of total IDB loans	Total number of loans to this category	Average size of loan to this category
1966	\$6,553,000	35.4%	5.4%	129	\$51,000
1967	\$7,019,000	7.1%	6.2%	147	\$48,000
1968	\$12,261,000	74.7%	10.2%	184	\$67,000
1969	\$18,594,000	51.7%	12.1%	299	\$62,000
1970	\$17,826,000	-4.1%	10.8%	374	\$48,000
1971	\$27,850,000	56.2%	14.2%	431	\$65,000
1972	\$31,920,000	14.6%	12.2%	511	\$62,000
1973	\$44,949,000	40.8%	13.0%	680	\$66,000

SOURCE: IDB Annual Report, 1973. Table prepared by Industry Development Branch, December 1973.

** Ending September 30.

TABLE 4

THE INDUSTRIAL DEVELOPMENT BANK'S PERFORMANCE VIS-À-VIS
THE "RESTAURANTS AND OTHER EATING PLACES" CATEGORY

YEAR**	Total amount of loans to this category	Percentage increase over the previous year	This category as a proportion of total IDB loans	Total number of loans to this category	Average size of loan to this category
1966	\$3,506,000	68.8%	2.9%	95	\$37,000
1967	\$3,304,000	-5.8%	2.9%	91	\$36,000
1968	\$4,126,000	24.9%	3.4%	110	\$38,000
1969	\$7,135,000	72.9%	4.7%	173	\$41,000
1970	\$9,242,000	29.5%	5.6%	254	\$36,000
1971	\$11,475,000	24.2%	5.9%	356	\$32,000
1972	\$21,720,000	89.3%	8.3%	599	\$36,000
1973	\$33,070,000	52.3%	9.6%	834	\$40,000

SOURCE: IDB Annual Report, 1973. Table prepared by Industry Development Branch, December 1973.

** Ending September 30.

TABLE 5

THE INDUSTRIAL DEVELOPMENT BANK'S PERFORMANCE VIS-À-VIS
THE "RECREATION SERVICES" CATEGORY

YEAR**	Total amount of loans to this category	Percentage increase over the previous year	This category as a proportion of total IDB loans	Total number of loans to this category	Average size of loan to this category
1966	\$1,639,000	59.0%	1.3%	34	\$48,000
1967	\$1,504,000	-8.2%	1.3%	31	\$49,000
1968	\$1,876,000	24.7%	1.6%	42	\$45,000
1969	\$2,115,000	12.7%	1.4%	39	\$54,000
1970	\$2,620,000	23.9%	1.6%	57	\$46,000
1971	\$4,157,000	58.7%	2.1%	84	\$49,000
1972	\$5,699,000	37.1%	2.2%	99	\$58,000
1973	\$5,207,000	-8.6%	1.5%	113	\$46,000

SOURCE: IDB Annual Report, 1973. Table prepared by Industry Development Branch, December 1973.

** Ending September 30.

TABLE 6

DISTRIBUTION OF
IDB BRANCH AND SUB-BRANCH OFFICES
BY PROVINCE AND TERRITORY

Newfoundland	2
Prince Edward Island	1
Nova Scotia	2
New Brunswick	2
Québec	14
Ontario	17
Manitoba	2
Saskatchewan	2
Alberta	5
British Columbia	11
Northwest Territories	1
Yukon Territory	1
CANADA	60



Canadian Government
Office of Tourism

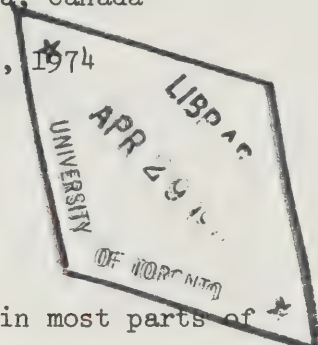
Office de tourisme
du Canada

Ottawa, Canada
K1A 0H6

INFORMATION BULLETIN

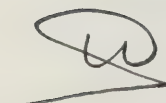
Ottawa, Canada

April, 1974



INTERNATIONAL TOURISM COURSES

The sustained rate of expansion in tourism in most parts of the world has emphasised the need for personnel trained in the latest techniques. To meet this need, the International Union of Official Travel Organizations (IUOTO) aims to reach wider audiences with its correspondence courses in 1974. This resumé, has been prepared to provide updated information in this regard. It also includes information on the one residential General Advanced Tourism Course offered each year in the month of August with venue in Turin, Italy.


(Mrs.) Kathleen Adams,
International Activities Officer,
International Division,
Policy Planning and Industry Relations.



TOURISM COURSES AND SEMINARS - 1974

BY INTERNATIONAL UNION OF OFFICIAL TRAVEL ORGANIZATIONS (IUOTO)

INTERNATIONAL CENTRE FOR ADVANCED TOURISM STUDIES (CIEST)

TURIN, ITALY

1. General Course on Tourism Studies - (correspondence)

Content:

1. Tourism in modern society.
2. The Statistical measurement of Tourism.
3. Tourist Supply.
4. Tourist Demand.
5. Tourist Regional Planning.
6. Tourism in the National Economy.
7. Tourist Publicity.
8. The State and Tourism.
9. International Organizations.

This annual course commences each January and lasts approximately nine months. The registration fee, covering the supply of the texts and the corrections of the answers, is Swiss Francs 500 (\$166. Cdn.). Meritorious students are awarded a certificate stating their results.

2. Marketing Training for Staff of National Tourist Organizations and Tourist Organizations and Tourist Enterprises.

The course consists of two main sections, which can be taken separately or conjointly:

I. Market Studies - (correspondence)

This six-months course consists of six parts corresponding to the first six sections of the training programme:

- I. Marketing, technique of expansion of national tourist organizations (NTOs) and tourist enterprises.
- II. Tourism development and the world economy.
- III. Statistical measurement of tourist demand and market research.
- IV. Psychology in tourist marketing and motivations of customers.
- V. Motivation studies by NTOs and tourist enterprises.

Successful participants will be awarded the "Marketing Training Certificate".

II. Forecasting, Distribution, Promotion - (correspondence)

This six-month course, which also consists of six parts, includes sections VII to XII of the marketing training programme:

- VII. Distribution channels for tourist supply.
- VIII. Forecasting techniques applied to tourist demand.
- IX. The strategy of tourism promotion.
- XI. Developing the promotional campaign.
- XII. Design of a marketing programme for NTOs and tourist enterprises.

Successful participants will be awarded the "Tourism Forecasting, Distribution and Promotion Certificate". This is a complete marketing course initiating participants to techniques of decision-making. Only market forecasting permits the choice of distribution channels and the launching of modern promotion campaigns (public relations, promotion, publicity).

This annual course commences each January. The registration fee, covering the supply of texts and correction of the exercises are:
Complete course - Swiss Francs 1200; either of the two main sections taken separately - Swiss Francs 650.

3. Promotion of Tourist Services - Planning, Action, Control. - (correspondence)

Content:

- 1. Introduction.
- 2. Promotional Techniques.
- 3. Promotional objectives.
- 4. Budgets and Spending Plans.
- 5. Promotion Planning.
- 6. Control and Evaluation.

This course lasts six months. All participants who complete the course receive a Certificate signed by the Secretary General of IUOTO and the Course Director. The course fee is Swiss Francs 600 or equivalent in local currency.

4. General Advanced Tourism Study Cycle

A residential course at university level for middle-rank and top managers of National Tourist Officer.

-Duration: Course held in Turin, Italy, for three weeks in August each year at the IUOTO/CIEST Centre.

-Program for the Seventh Cycle to be held August, 1974, not yet received.

-Cost: Participation fee approximately \$350. (U.S.) includes inscription fee, documentation supply charges; and laundry, room and board, in the Residential City of the Centre.

-Diploma.

NOTE The International Union of Official Travel Organizations (IUOTO) to which over 110 countries belong, is a non-governmental technical body active in every field of tourism. The private sector is represented by over 90 national and international organizations, its Associate Members. Of world-wide scope, IUOTO is devoted to studying and furthering the development of tourism through an extensive research programme, seminars, advanced vocational training courses, and field missions.

IUOTO has for many years devoted its energy and resources to the training of qualified personnel for the tourist industry. This dedication has led to numerous initiatives, outstanding among which are the creation of the International Centre for Advanced Tourism Studies (CIEST) at Turin, Italy, and the successful launching of correspondence courses.

INSTRUCTIONS

Applications must all be processed through the Office of Tourism with Mr. D. Wallace endorsing all registrations, including those from provincial bureaus and private enterprise. Although recent course programs have not indicated this in their brochures, this is a requirement of IUOTO and to ensure that registrations are not returned causing delay by lack of this sponsoring.

The Canadian Government Office of Tourism, through Mr. Reg Wilson, Manager of Administration, Policy Planning and Industry Relations Branch, will forward all registrations direct to IUOTO, advising the International Division. From other sources, provincial, etc., applications to be directed to International Division for perusal and forwarding to Mr. Wilson. Responsibility for issuing instructions or guidelines to IUOTO or requests soliciting information concerning these courses, rests with the International Division, and it is requested that this Division receive co-operation in this regard.

Applications and programs, outlines, including outlines of previous courses, are available for distribution from the International Division on request. Courses may be taken in the English, French or Spanish languages.

International Division,
Policy Planning and Industry Relations Branch.
February, 1974.

